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The Bowring Magazine

Volume 22 Number 2 Summer 1973

CONTENTS

EDITORIAL	173
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BRIGHTON MARINA COMPANY LIMITED	174
---------------------------------	-----

"... OF CABBAGES AND KINGS"	180
-----------------------------	-----

EUROQUOTES FOR UNITED STATES MULTINATIONALS <i>Lord Selsdon</i>	182
---	-----

THE LITTLE SHOPS CROWD ON SAIL	185
--------------------------------	-----

PRESENTATION TO AIR NEW ZEALAND	188
---------------------------------	-----

VOLCANO IN VESTMANNAEYJAR <i>Martin Nicholson</i>	190
---	-----

WITHIN SIGHT OF THE BOWRING BUILDING 4—THE NEW CALEDONIAN MARKET	194
---	-----

CLUB NEWS	198
-----------	-----

JOURNEY TO THE CENTRE OF THE WORLD <i>John Nightingale</i>	201
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NOV 28 1973

Many favourite and oft sung hymns were written and composed in Victorian times and whilst their popularity thrives, one wonders to what extent this might not be attributable more to their nostalgic and frequently very pleasant tunes than to their words which so often by today's standards seem depressing to say the least. One of the most popular hymns ever written includes the line "*Change and decay in all around I see*". Now, it would normally be unfair to consider this line out of context but in this particular instance it is reasonable we feel to take it at its face value. In the first place one is tempted to couple the meaning of the words *change* and *decay* and if one does so, they take on the general meaning of the latter rather than the former; that is to say that such changes as are referred to are generally bad rather than good. Well! How gloomy can you be? The line implies that all about us is rotten to the core—which is plainly untrue. Of course there is a lot to be put right in many areas—very important high-up areas too. And there is too much sculduggery in business and politics which must make those whose livelihoods depend upon the integrity of either or both feel pretty insecure and angry at times. But, thank goodness not all businessmen are self seeking crooks and not all politicians are engaged in espionage. Those that bring discredit to the rest are surely among society's worst enemies.

The majority of people, whilst displaying to a greater or lesser extent the usual human frailties, do not wish to rob their neighbours or probe into their private affairs. Nor, we like to think, does man generally feel content if he's robbing his employer of effort that is well paid for or alternatively, with another hat on, if he's extracting more effort from his employees than the amount of money he pays them justifies.

But to go back to that hymn line again, surely all change is not for the bad and to the extent that some of it—and we tend to think most of it—may in fact be for good, then the more we see it *all around*, the better. Not change for the sake of change necessarily, but change for the sake of mankind—like better homes and better schools and better hospitals and better lives generally.

And this surely, no matter what our occupation, or political colour, is what life is all about—making things better—making changes for the better.

As for the decay, well we must admit that there is some of that around—*not in all that we see* by a long chalk, but some pretty nasty patches here and there. Perhaps the changes will put that right. Surely we must all hope so but one can't help wondering how many will actually do something about it. Will you?

The Bowring Magazine



Volume 22
Number 2
Summer 1973
A record of the activities of
C. T. Bowring & Co.
Limited and associated
companies

Editorial Office:
The Bowring Building,
Tower Place, London, E.C.3

Our front cover picture shows one of
Air New Zealand's D.C.10 aircraft in flight
over Auckland

We introduce another of the group's clients
to our readers

Brighton Marina Co.Ltd.

The position of Brighton as a holiday resort is unrivalled for two reasons—the bracing sea air on the one side and the Sussex downs on the other combine to make the area one of the healthiest in Britain. Little wonder that more than 200 years ago a certain Richard Russell published a book advocating the use of sea-water for medical purposes and four years after the appearance of his book, he settled in the town to put his theories into practice. Thus in 1754 was born the era of sea-bathing.

The arrival in Brighton in 1783 of the Prince of Wales—who that year had come of age—and his later patronage of the town during the Regency made it extremely popular. If any further impetus was needed to put the seal on Brighton's pre-eminence in this field, it was the opening of the London and Brighton Railway in 1841. From then on it never looked back as one of the most sought after holiday resorts within easy reach of London and soon became—in estate agents' terminology—a highly desirable residential area.

However, towns—be they commercial centres or holiday resorts—must inevitably plan ahead. One far-seeing resident, a Mr. George Adolphus Wigney realised that the opening of Brighton railway station would most probably bring additional trade to the community, so he promptly wrote an open letter to the townspeople which was published in the local press proposing that a harbour should be built to shelter fishing boats and coasting traders on passage. The local burghers were

not convinced of its eventual profitability and no action was taken. A hundred and twenty-one years were to pass before the matter was raised again—but this time for a vastly different reason.

With the enormous growth of interest in yachts and small boats during the last decade, it follows quite naturally that someone should suggest the establishment of a suitable haven and its attendant facilities on the south coast and where better than within two miles of Brighton Station.

The Brighton Marina Company Limited, was formed a few years ago to build and manage what will become the largest marina in the world under single management. Original plans have been modified in the light of experience but the basic ingredients will remain the same. When the whole project is complete there will be moorings for more than 2,000 small craft, and inshore facilities will include a Boatyard, Chandlery, Yacht Clubs, a Marine Marketing Centre, Hotels, Shops, Flats and Houses and a large Entertainment and Recreation Complex.

Basically, the Marina will consist of two harbour walls enclosing an area well over 120 acres. An inner locked basin, with a constant level of water occupies the in-shore side of the area and land adjoining the under-cliff walk—temporarily closed during construction work—will provide foundations for the shopping, catering and servicing complex.



The architects, surveyors, engineers and contractors concerned in the planning and building of this great and imaginative concept are all leaders in their own particular field of endeavour and include The Louis de Soissons Partnership, Overton & Partners, Taylor Woodrow Construction Ltd., Lewis & Duvivier, Ove Arup & Partners, G. D. Walford & Partners and Steenson, Varming and Mulcahy.

To build an artificial harbour in the English Channel requires a great deal of expertise in a very wide variety of subjects. The effects of wind and tide can be formidable enemies at times and the undulating surface of the sea-beds adds to the many difficulties, but inherent skills, enthusiasm and ingenuity have been brought together in a remarkable way. After the initial survey of the sea-bed it was decided to construct the major part of the two breakwater arms of pre-cast, interlocking caissons. In all 110 caissons will be placed in situation, each weighing between 480 tons and 600 tons, according to depth, and each measuring 40 ft in diameter.

The two in-shore roots were constructed in the conventional manner, using mass concrete and steel sheet piling, but before lowering the caissons into position, it was first necessary to build a transfer car of sufficiently sturdy proportions to carry a 600 ton load from the casting yard to its allotted place in the breakwater. It was also necessary to have a piece of equipment, namely an immense portal crane which could lift the load from

the transfer car, carry it to the end of the breakwater and then lower it into place. The transfer car is remarkable only in its massive strength, but the portal crane is quite unique.

Designed and specially built by Sir William Arrol & Co., of Glasgow for the construction of a fishing harbour on the north west coast of Denmark, this 1,200 ton piece of complex machinery, 90 ft high and 175 ft long, was brought by Taylor Woodrow from Hanstholm and after modifications and testing at the contractor's plant yard at Southall, was re-erected at Brighton.

The crane is carried on two 10-wheel bogies, fitted with unflanged wheels that travel on a rail track 20 ft wide. Horizontal guide wheels on each side of the bogies ensure proper alignment on the rails and allow the crane to negotiate curves in the breakwater. The weight is distributed evenly over the wheels by hydraulic load compensation.

In non-technical terms, the portal part of the crane (so named from its similarity to a doorway, as can be appreciated from the pictures) travels lengthwise along the two box-girders forming the lower part of the main crane, and includes a section which can move vertically. When a caisson is to be placed in position the transfer car carries it from the casting yard to the breakwater until it is between the crane's jaws on the land side. The portal then moves over and down to support the load, lifts it clear of the transfer car and of the crane's

main decking and transports its burden in a seaward direction until over the appointed place. Gently—almost imperceptibly—the caisson is eased into place, with the indentations of each section meeting and matching its adjoining section. The caisson, whilst being lowered is further guided into its proper place by a retractable tooth of mammoth proportions.

At the construction stage each caisson is fitted at the base with sliding steel shutters to take up any irregularity in the sea bed. Once the caisson has been lowered into place the shutters are dropped and divers on the scene seal off the sea bed with sand-bags before the introduction of concrete to fill the lower part of the section. Approximately 500 cubic yards of concrete are tremied into each caisson and when hardened off the remainder of the space is filled with dredged sand. The term 'tremied' is used to indicate that concrete is pumped down a pipe with the outlet barely inches away from solid ground and as the level of the concrete rises so also does the outlet pipe. The object is to disturb the fluid concrete as little as possible, thus ensuring maximum strength and durability.

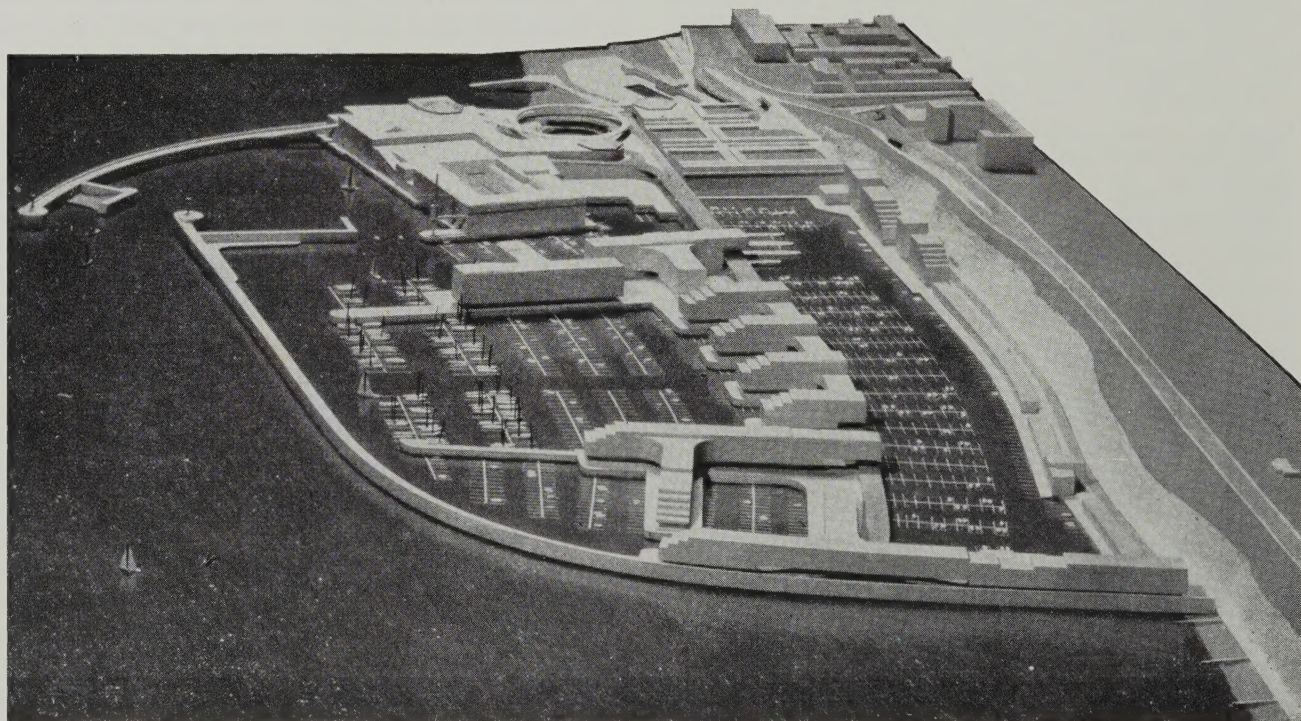
Under calm sea conditions and working without any

hitches, contractors expect to place one caisson every four days, but gales and rough weather can hamper operations very considerably. Naturally a constant watch is kept on changing conditions and a line from the Southampton weather station gives the latest local forecast, but the Contractor must make the final 'on the job' appreciation of the situation so that it can be decided whether work can proceed or not in view of possible weather deterioration.

One seldom sees the divers. They spend between 15 and 25 hours a week under water, in bursts of three hours, facing many potential risks—not the least being the ebb and flow of the tide, which on this part of the coast can run parallel with the shore-line and not always in and out as most people suppose. Working in 30 ft of cold and murky water, clad in full harbour diving gear, a man could be swept under a caisson or have his feet trapped in the steel shutters unless proper safety precautions are observed. Apart from his airline, a diver's only contact with the outside world is his telephone and attendant linesman upon whom devolves so much responsibility for the safe conduct of his underwater colleague.

Caissons, which form such an important part in the

The architect's model of the Marina which gives some idea of the immensity of the project



construction of Brighton Marina are really like short lengths of drain pipe, although of gigantic proportions. Each is 40 ft in diameter and because of the shelving nature of the sea-bed they vary in depth from about 30 ft to approximately 40 ft. All are constructed on site in the casting yard, strategically placed on reclaimed land between the in-shore ends of the breakwaters. Even when adverse weather conditions forbid the positioning of caissons, the work of casting proceeds almost uninterrupted and with storage space for a dozen of these giants, this part of the site is always busy.

This method of casting is called 'slipform' and by this means a hollow cylinder can be manufactured to any reasonable length. After preparing the base, which is common to all caissons to be used here, two sets of formers—an inner and an outer ring—are placed in position and liquid concrete poured in. When the mixture has taken its initial set but is not yet hard, the inner and outer rings are gently lifted by a series of jacks and pouring continues so that the mould rises at a steady 9 inches per hour. Each caisson is numbered and the top platform finished off to await movement on to the transfer car. The sections are constructed on a platform

supported by rails and ball-bearings the size of tennis balls. When conditions are right and the placing team is ready for another section, pressure is applied to the platform by means of jacks and each caisson is pushed from its casting bed to the transfer car so gently that keen eyesight is needed to detect any movement.

As a safety precaution (and one which is rigidly observed) bells ring constantly whenever machinery is on the move and another wise precaution that is insisted upon—all personnel and visitors to the site must wear the now familiar red crash helmets. After walking to the end of the breakwater and climbing all over the portal crane one blustery morning early in April my half hearted attempts to discard the rather uncomfortable headgear were repeatedly baulked by my guide who reminded me that a clout from some piece of falling equipment, however small, would probably produce a much worse headache than that caused by wearing the 'battle-bowler'.

The group of experts, technicians and workmen engaged in this work—more than 200 of them—are most enthusiastic about the whole project and although its completion will mean their moving on to yet another

This picture, taken in January, shows the portal crane in action, and a caisson on the transfer car





The portal crane standing on reclaimed land west of the casting yard

undertaking with more new problems to be solved, the team spirit is very much in evidence. As yet, there is much to do. The western breakwater is well out into the English Channel, but the eastern arm—the longer one—has not progressed beyond the solid on-shore root. It is expected that the western breakwater will be completed by the end of 1973 and work can then be started on the superstructure, beginning at the seaward end. At the same time, the eastern arm will be well advanced and by 1977 there will be unrivalled opportunities for visitors and fishermen to use these new 'piers' with a combined length of just over one mile stretching a full half mile into the Channel.

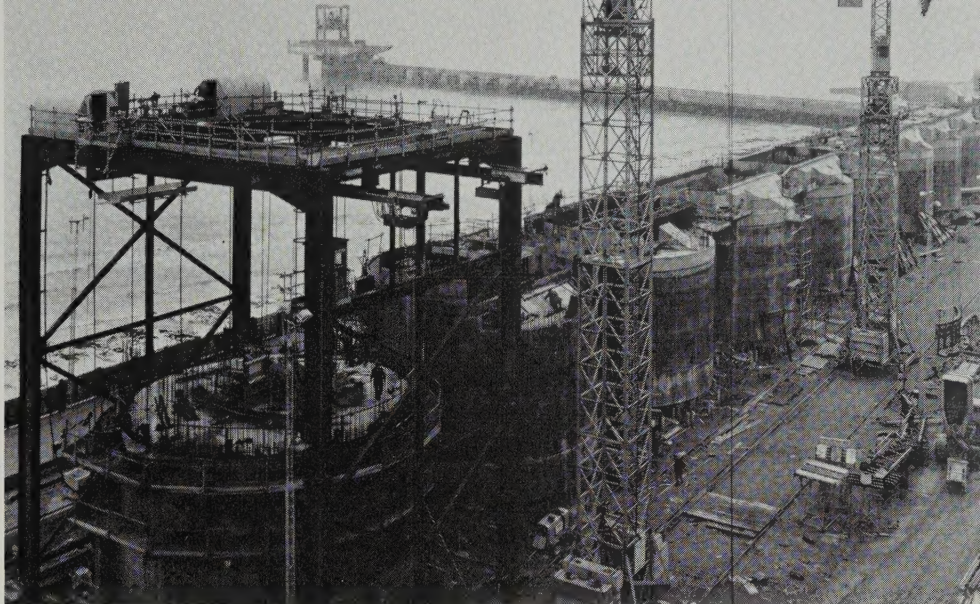
A few notes about the Brighton Marina Company would be appropriate. The original idea of the Marina project came from Mr. Henry Cohen, the Executive Director, who has been at the centre of the development ever since it started. The Chairman of the Company, Mr. David Evans, is a former General Manager of the Phoenix Assurance Company who in a distinguished career in the insurance industry has acquired a wealth of experience in administration and management. The

Finance Director, Mr. Peter Blackburn was Financial Controller of the Port of London Authority prior to his appointment with the Marina Company in 1970. Brighton Corporation, who have leased the Marina site to the company, are very much involved in all stages of the development and are represented by two directors on the Board and the principal shareholders include institutional investors such as National Westminster Bank, Royal Insurance Group and the pension fund of the Electricity Council. These main shareholders each own approximately 20 per cent of the equity and each nominates one director.

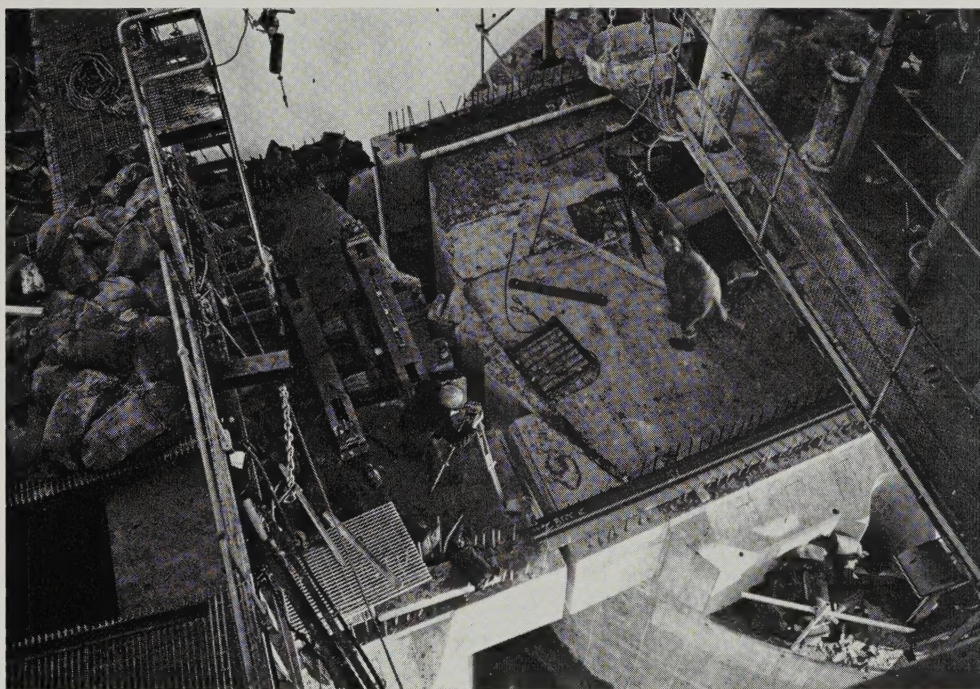
The Brighton Marina Company's project at Black Rock has not only excited interest in Sussex and the people of Brighton, but the scheme is attracting the attention of British and foreign experts in many fields to study construction methods. The technique being used at Brighton could form the basis of harbour construction in many parts of the world in the future, wherever sites are exposed to rough open sea conditions.

Once again 'Doctor' Brighton has come up with the right prescription.

Part of the casting yard.
To the left is a partially
constructed caisson



Here, a caisson has been
lowered into position. The
locking indentations can be
seen in the centre



The casting yard, to the right,
with the portal crane at work
on the western arm and (in
the distance), Palace Pier



All the pictures in this feature
were taken by John Harland
of Salfords



APPOINTMENTS

Mr. **Edgar R. H. Bowring**, M.C., M.A., has been appointed Chairman of Crusader Insurance Co. Ltd., in succession to Mr. **Harry Day**, who upon his retirement, was elected President.

Mr. **Bruce H. Jenkinson** has been appointed Deputy Chairman of English & American Insurance Co. Ltd., and Mr. **D. H. S. Burbidge**, Mr. **R. V. Craig** and Mr. **A. J. Richardson** have been appointed Directors.

Mr. **P. D. Evans**, M.A., F.C.I.I., has been appointed General Manager and Secretary of English & American Insurance Co. Ltd. Mr. **E. N. Bramble**, F.C.A., has relinquished the post of Secretary but continues as Accountant to the Company.

Mr. **Brian W. Pearce** was appointed a Director of the Marine Division of C. T. Bowring & Co. (Insurance) Ltd., in January of this year and we apologise for omitting to mention this in the Spring issue of the Magazine.

Mr. **James W. S. Macdonald**, F.C.A., has been appointed Group Financial Controller.

Mr. **R. W. M. Pollock**, A.C.I.I., F.C.I.B. has resigned the Chairmanship of R. Martin, Son & Co Ltd., and Mr. **F. J. McGibben**, J.P., F.C.I.I., F.C.I.B., has been appointed to succeed him.

Mr. **P. L. B. Stoddart** and Mr. **L. G. Sharp**, F.C.A., join the Board of Singer & Friedland Ltd. and Mr. **J. B. Adams** and Mr. **J. R. H. Cooper** have been appointed Managing Directors.

Mr. **J. L. Paul**, Mr. **A. W. Laird** and Mr. **R. R. Whiley** have been appointed Directors and Mr. **M. A. Adam**, Mr. **W. A. Hogg**, Mr. **A. Munro**, Mr. **S. Orr**, Mr. **J. B. Rogerson** and Mr. **D. C. Steele** have been appointed Associate Directors of James M. Macalaster & Alison Ltd.

Mr. **S. D. Menist** has been appointed a Director of Crusader Insurance Co. Ltd., in place of Mr. **F. H. Merrill** who has retired.

The Board of Bowring Shipton Ltd., will consist of Mr. **John K. Shipton**, Chairman, Mr. **J. J. N. Wyatt**, Deputy Chairman, Mr. **John S. Duncan**, Managing Director with Mr. **G. S. Collins** and Mr. **G. D. W. Odgers**.

Mr. **Hugh E. R. Spencer**, F.C.I.I., has joined Risk Improvement Ltd. and Keith Shipton Developments Ltd., as an Assistant Director. In 1971 Mr. Spencer was awarded one of the ten Winston Churchill Memorial Trust Fellowships in Insurance and spent eight weeks in the United States of America and in Canada studying Risk Management. He presented a paper on the subject at the July seminar at Management Centre Europe last year, spoke at the March 1973 Seminar and is chairing the June session this year.

New Company

A new Company **C. T. Bowring Computer Services Ltd.** commenced business on 1st May. The Chairman is Mr. **L. G. Sharp**, F.C.A., with Mr. **H. B. La Costa**, Managing Director and Mr. **C. M. R. Pearson**, Secretary. The Company is mainly concerned with servicing the requirements of the Group.

WEDDINGS

Congratulations and the best wishes of their friends and colleagues go to the following couples, whose marriages have been notified: Mr. Stephen J. Bernardis and Miss **Carol A. Brain** (Aviation) at Bromley Registrar's Office, 3rd February; Mr. George Alder and Miss **June E. Mansfield** (Secretary to Mr. Peter Owen) at St. Peter's Church, Bethnal Green, London, 3rd March; Mr. Terry Rushmer and Miss **Carol Led-**



Mr. and Mrs. Bernardis



Mr. and Mrs. Alder



Mr. and Mrs. Edwards



Mr. and Mrs. Kelly

widge (Cables) at Barking, Essex, Registrar's Office, 3rd March: Mr. **Harold (Bob) Kelly** (Transport) and Mrs. Kathleen J. Carroll at the Fentiman Road Methodist Church, Lambeth, S.W.8, 10th March: Mr. Stephen Donoghue and Miss **Margaret Gardiner** (Professional Indemnity) at the Langtons Registrar's Office, Hornchurch, Essex, 23rd March: Mr. Keith Edwards and Miss **Maureen Sullivan** at the Church of St. Mary and St. Michael, Stepney, London, 7th April; Mr. **Terence Brown** (Fertiliser & Feedingstuffs) and Miss Alison Fuller at St. Mary's Church, Bures, Suffolk, 12th May.

RETIREMENTS

Wishes for a long, healthy and trouble-free retirement go to the following, who have now left the hurly-burly of business life: Miss **Gladys M. Cook**, Mr. **Jim Wright**, Mr. **Louis Hilsum**, Mr. **Arthur W. Johnson** and Mr. **G. B. Godfrey-Faussett, M.B.E.**

Miss Gladys Cook's last two years before retirement were rather marred by the serious accident she sustained in October 1970 but we note she was in the office shortly before Christmas and appears to have made a complete recovery.

Miss Cook joined Muir Beddall &

Co. Ltd., in 1929 and worked for some time in the Accounts Department before transferring to Contracts. At the amalgamation and consequent removal to The Bowring Building in 1966 Miss Cook returned to Accounts. During the War Miss Cook was interested in Red Cross work and her hobby is gardening.

Mr. James Wright—more familiarly Sergeant Jim Wright—joined the Company's uniformed staff in 1948 after having been very seriously wounded in North Africa whilst serving in the Coldstream Guards. Sgt. Wright was regularly on duty at Head Office Reception, at 52 Leadenhall Street and at The Bowring Building.

Mr. Louis Hilsum, who retired at the end of February had spent over 50 years in the insurance industry, having started his business career with F. C. Humphrey in 1922. In 1947 Mr. Humphrey retired and the business was acquired by C. T. Bowring & Co. (Insurance) Ltd. Mr. Hilsum's half century, completed in June 1972, was thus equally divided between the two firms, and he had held a Lloyd's Substitute's Ticket for 46 years. Over that period he had dealt with almost every aspect of insurance and for the greater part of his service with Bowrings was a

marine broker. For relaxation he enjoys sea-fishing and "messaging about in boats".

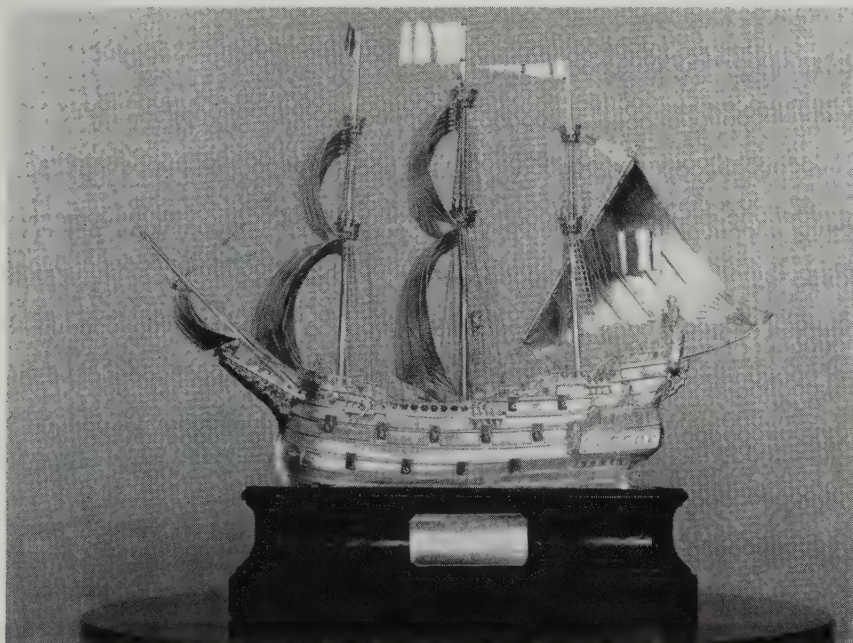
Mr. Arthur Johnson joined the Records Department of C. T. Bowring & Co. (Insurance) Ltd., in 1957 and transferred to the Maintenance Department in 1971 on the retirement of Mr. Harry Wood. Mr. Johnson joined the Royal Navy as a boy seaman in 1922 and after 35 years' service retired with the rank of Lieutenant-Commander. He specialised in Gunnery and now devotes his time to growing vegetables.

Mr. George B. Godfrey-Faussett, M.B.E., F.C.I.B., joined the Company in 1930 to assist Mr. Clive Uzielli and later Mr. Ian Fletcher in the Life Department in 1934. After War service, Mr. Godfrey-Faussett served for a time in the Bowring & Laybourn offices and in 1964 he was appointed a Director of C. T. Bowring & Co. (Insurance) Ltd.

A member of the Territorial Army from 1937 he served with distinction in the Welsh Guards from 1939 until 1945. Hobbies include shooting, fishing and philately. At a luncheon party given by the Chairman to mark his retirement Mr. Godfrey-Faussett made a gift to the Directors' Luncheon Room of a beautiful silver model of a square-rigged ship "The Great Harry" which was presented to his mother on the occasion of her launching s.s. "SAN LORENZO" at Swan Hunter & Wigham Richardson's yard in December 1913. "SAN LORENZO" a bulk petroleum carrier, was built for Eagle Oil Transport Company whose directors included, amongst others, Capt. (afterwards Sir) Bryan Godfrey-Faussett, R.N., Sir Thomas Benjamin Bowring (1847-1918) and Clive Bowring (1877-1935).

DEATH

We regret to record the death of Mr. **Ronald (Vic) Seaward** which occurred suddenly on 11th April in his 56th year. Vic Seaward, a qualified electrician, was a popular member of the Maintenance Department staff. We express our sympathy to Mrs. Seaward and her son.



The Silver model presented by Mr. George Godfrey-Faussett.

Photo: C. H. Ward

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Euroquotes for United States Multinationals

Lord Selsdon

A New Philosophy for Multinationals

Throughout Western Europe a new industrial and political philosophy is beginning to emerge. This philosophy perhaps founded by the late and highly influential Charles De Gaulle might be described as the philosophy of "participation"—participation by workers and management in the industry that employs them, and participation by a national population in foreign enterprises operating in their country. This has led to a belief that a multinational company cannot claim to be truly multinational until it has and can demonstrate that it has national shareholders in each of the markets in which it operates.

It was this premise together with the ripples of the Bowring EEC introduction which encouraged Singer & Friedlander to sponsor a major conference in New York on the benefits to major United States corporations with

operations in Europe of having their stock introduced to the leading EEC Stock Exchanges. Over 80 international corporations together with leading accountants and lawyers made up the audience of some 150. They came for a day at the Plaza Hotel, New York, to listen to Banque Nationale de Paris, Banque de Bruxelles, Algemene Bank Nederland, the Swiss Banking Corporation and leading European Stock Exchange Authorities who together with Singer & Friedlander discussed the desirability of obtaining European shareholders and creating a European market in their shares.

Although many United States corporations have a listing on one or more of the EEC Stock Exchanges, few have been successful in attracting European shareholders and even fewer have any European market in their shares. The conference went into the details of the Bowring introduction and emphasized the need for a

The number of companies whose shares are listed on each of the Stock Exchanges at the end of 1972 was: —

	NATIONAL	FOREIGN				TOTAL	
		U.S.	EEC	Japan	other	Foreign	Total
London	3,132	61	35	9	261	366	3,498
Paris	786	35	63	1	51	150	936
Frankfurt	254	23	31	3	11	68	322
Amsterdam	271	203	58	8	47	316	587
Brussels	332	35	51	—	71	157	489
Luxembourg	94	186	198	40	46	470	564
Milan	135	—	—	—	—	—	135
Total EEC	5,004	543	436	61	487	1,527	6,531
Zurich	100	58	30	—	9	97	197
TOTALS	5,104	601	466	61	496	1,624	6,728

Source: National Stock Exchange Authorities

co-ordinated team of banks to treat the EEC as a unified market.

A Truly Multinational Corporation

Of all the United States multinationals, one of the few that has its shares quoted around the world and can claim to have a large number of international share-

holders is IBM. It was perhaps appropriate that Gordon Williamson of the IBM World Trade Corporation should make the opening speech at the conference. He spoke among other things of the growing number of employee shareholders in IBM and of the desire of IBM to become part of the national landscape of the countries in which it operates.

Michael Stoddart addressing the conference at the Plaza Hotel, New York



Throughout the Conference all speakers emphasized the advantages of having European shareholders and their thoughts were very much in line with those held by C. T. Bowring at the time of the introduction last December.

Firstly, there was the need to be politically acceptable in each of the major European markets; secondly the need to become better known among the economic, political and financial communities, and thirdly the advantages which could accrue from having a wide range of national shareholders who would not otherwise invest in the company's shares and amongst whom it would be possible to create a modest secondary market.

Perhaps one of the major points of appeal to United States corporations was the need to encourage the pooling of interests as far as European acquisitions was concerned and to try and encourage newly acquired businesses to take and hold parent company stock.

The Atlantic Chill

As Europe become more united there is a natural tendency towards trying to exclude the United States and keep it more at arm's length. This cooling of United States European relations, currently referred to as "the Atlantic chill", is certainly against both the

interests of Europe and of the United States. The United States is being accused of protectionism and Europe of isolationism, but since the two economies are and always will be intricately linked, it is obviously vital that the Americans should be encouraged to expand their interests in Europe.

Peter Petersen, Special Ambassador to President Nixon, who has recently been on a world-wide assignment, gave a fascinating lunch-time speech (strictly off the record) in which he touched on numerous aspects of United States/European relations and in particular on United States attitudes towards Europeans. It was perhaps significant that he emphasized the growing significance of Japan, not only as a trading nation, but also as an investment power.

Singer & Friedlander and the United States

Certainly the conference has created a lot of interest and a number of corporations are now pursuing the idea of European quotations; but equally important, it was a useful way of introducing the new Singer & Friedlander office in New York, one of the roles of which is to help American corporations with their expansion in Europe, and to help European companies to develop interests in the United States.

A general view of the Conference Hall





Typical display unit in Bowrings exhibit "The Touch of Elegance"

the little shops crowd on sail



When Canada celebrated its Centennial of Confederation in 1967, Bowring Brothers decided to launch a fleet of Little Shops as their part of that celebration. What may perhaps have been tinged with bravado has rapidly evolved into a remarkable merchandising success story.

Bowrings in Canada is a continuing triumph over logistics. Distances are beyond the limits of reason. From London to Baghdad is shorter than the distance between a Bowring store in St. John's Newfoundland and one in Vancouver. The national boundaries extend south to the same latitude as Naples and further north than the Magnetic Pole. Windsor in Ontario is nearer to Venezuela than it is to parts of British Columbia. This vast country is Bowrings Little Shop territory.

The pace of expansion is quickening. There were 28 Little Shops at the end of 1972. Eight new stores have opened already this year (some are shown on these pages) and seven more will open before the year ends. There will be 43 by the end of 1973. Sites have already been selected for another 12 in 1974, and it is expected that the fleet will number 70 by 1976.

Only a year ago it was necessary in some areas to run radio commercials to instruct the public (very gently) that Bowrings was pronounced "Bow" as in "take-a-bow", "Rings" as in "rings-on-your-fingers". Today it would not be needed.

The shops have developed a personality all their own. They specialise in a blend of elegant dining and gourmet cooking accessories from the world's great international design collections and a sprinkling of the unexpected. The stores are open plan. You meander through a treasure-house with everything within your reach. It is an exercise in resistance to temptation—which many fail.

Store locations have been carefully chosen in high traffic areas: the key fashion streets; huge shopping centres; luxury hotel shopping concourses; underground walkways linking skyscraper office towers; airports. French-Canadian stores have a slightly different character—cooler in ambience, warmer in *bienveillance*. Other regional and cultural differences emerge in subtle ways everywhere.

Disciplining these potential divergences is a strong family identity. Externally this is revealed in the simplicity of store design, in use of controlled graphics on all packaging, signage, print material. It is particularly apparent in the black-and-white box used by all Bowrings stores. This is almost embarrassingly ubiquitous at Christmas time or when crowds of tourists queue at airport customs.

The Bowrings black-and-white box was the central motif of tv commercials and other advertising material all last year. A version of its pattern appears prominently

Little Shop at Westmount Mall, London, Ontario, which opened April 10th. Centre location in busy covered mall. Store graphics use black-and-white panel to contrast with brilliantly coloured merchandise and to link with all packages and promotion



◀ Award winning exhibit of international table-settings by Bowrings at Canadian National Exhibition '72

on the facade of most new stores.

There is no longer any need to explain the Little Shop concept. Developers in shopping complexes throughout Canada recognise that a Bowrings Little Shop adds a vital touch of elegance and has a wide public appeal.

This appeal extends beyond the stores. For example, Bowring exhibits have been among the best attended at the Canadian National Exhibition (which draws over 3 million visitors) and at National Home Shows where Bowrings last year won the top award for the best exhibit in the show.

Information about Bowrings is eagerly sought. A series of little folders tell the story of Bowrings' Terra Nova; about Bowrings Little Shops in the role of taste-maker, as a source for Bridal Gifts and empathetic

tangibles with which to express your unique lifestyle.

In the area of public relations the company's corporate story is now much better known. Every opportunity is taken to present the Bowring story in an appropriate and interesting manner. Visitors from England and elsewhere are encouraged to take part in the ceremonies which launch each new venture.

At the Royal Centre opening in Vancouver recently, the guest of honour was Sir Charles Wright, K.C.B., O.B.E., M.C. who sailed on the 1911 Terra Nova expedition with Scott as geologist and glaciologist.

Sir Charles found Scott's body and the famous diary. It seemed fitting that he, one of the last survivors of the Terra Nova voyage, should share in the continuing journey of adventures linked by the symbol of the old three-masted whaler.



◀ The Honourable Lucius Cary and Mrs. Cary, and Mr. David Bowring (right) share in the ribbon-cutting ceremony at the opening of Bowrings Little Shop at Cedarbrae Plaza, Toronto, assisted by Mrs. Mary Smets, Store Manager



▶ Interior design co-ordinates colour groups, illuminates merchandise, permits many variations in display. This is a section of the Little Shop in the Four Seasons-Sheraton, a new 1600 room convention hotel in downtown Toronto



PRESENTATION To AIR NEW ZEALAND

In the spring 1969 issue of The Bowring Magazine an article on "C. T. Bowring in New Zealand" was featured and references were made to Air New Zealand.

This fast-growing, highly efficient and friendly airline—which criss-crosses the Pacific more than any other—is now operating the long-range DC-10 with 241 passenger seats and earlier this year, during various business calls abroad, Mr. Leslie Jennings, Mr. John Ramplin and Mr. Geoffrey Hargreaves met in Sydney at a party to celebrate the arrival of the first flight to Australia and to fly in the "Big 10" on its first trans-Tasman service from Sydney to Auckland.

Air New Zealand had recently moved into their fine new headquarters building at Airways House, Queen St., Auckland, and to mark the occasion and as a token of our esteem, a presentation was made of a collection of cut glass decanters and tumblers, with silver trays, ice bucket and water jug, one tray being inscribed:

"Presented to Air New Zealand on 7th February 1973 by the Bowring Group of companies in recognition of our long association"

Before responding to a few words from Leslie Jennings, Sir Geoffrey Roberts asked all to stand for a few moments in memory of Ian Skimming.



MANAGEMENT ORGANISATION AND SHAREHOLDING CHART 31st December 1972



Top left: Mr. Leslie Jennings and Sir Geoffrey Roberts with the set of glasses, decanters and trays

Top right:
Left to right: Mr. A. R. Guthrey (Air New Zealand), Mr. B. O. Bates (C. T. Bowring & Burgess), Mr. A. A. Watson (Air New Zealand), Mr. D. A. Smith (Air New Zealand), Mr. J. W. Ramplin and Mr. G. A. Hargreaves (Aviation Division), Sir Geoffrey Roberts (Chairman, Air New Zealand), Mr. C. J. Keppell (Air New Zealand), Mr. L. S. Jennings (Chief Executive, Aviation Division), Mr. T. R. Sussex (Deputy Chairman, Air New Zealand), Mr. P. L. Burgess and Mr. D. L. Donald (C. T. Bowring & Burgess), Mr. A. F. Gilkison and Mr. R. B. Grierson (Air New Zealand)

Bottom: Sir Geoffrey thanking Mr. Jennings for the gift

INSURANCE BROKING

INSURANCE UNDERWRITING

CREDIT FINANCE & LEASING

**C. T. Bowring
(Insurance) Holdings Ltd.**
London 100

**C. T. Bowring
(Underwriting Agencies) Ltd.**
London 100

**Terra Nova Insurance
Company Ltd.**
London 100

**English & American
Insurance Company Ltd.**
London 100

**Crusader Insurance
Company Ltd.**
Reigate & London 75

Bowmaker Ltd.
Bournemouth & London 100

London

C. T. Bowring & Co. (Insurance)
Ltd. 100

C. T. Bowring & Muir Beddall
(International) Ltd. 100

C. T. Bowring & Muir Beddall
(Home) Ltd. 100

C. T. Bowring & Laybourn Ltd. 100

LBL (Life Pension &
Mortgage Brokers) Ltd. 50

Keith Shipton & Co. Ltd. 100

Shipton Assurance & Financial
Advisory Services Ltd. 94

Shipton Insurance Services
Ltd. 100

Keith Shipton & Potter
Ltd. 100

Shipton Shipping Services
Ltd. 100

Keith Shipton Developments
Ltd. 100

Graeme Odgers and Co. Ltd. 75

B. W. Noble Ltd. 100

Risk Improvement Ltd. 100

Femi Johnson &
C. T. Bowring Ltd. 40

Anglo French Insurance
Company Ltd. 12

Belfast

R. Martin, Son & Co. Ltd. 100

R. Martin (Life & Pensions)
Ltd. 100

F. Plunkett & Son Ltd. 100

Birmingham

C. T. Bowring (Midlands) Ltd. 80

L. W. Hughes & Partners
Ltd. 80

Trend Savings & Investments
Ltd. 80

Whitehead Floyd & Partners
Ltd. 80

Bristol

C. T. Bowring (Western) Ltd. 100

Glasgow, Edinburgh & Aberdeen

James M. Macalaster & Alison
Ltd. 100

Hitchin

Bowring Bradford Ltd. 55

Leeds & Hull

Jowitt & Freeman (Insurance)
Ltd. 100

Jowitt & Freeman (Pensions)
Ltd. 100

Liverpool

John D. Tyson & Co. Ltd. 70

Manchester

C. T. Bowring (Manchester)
Ltd. 75

Southampton

W. John Rose & Son Ltd. 64.7

W. John Rose & Son (Life and
Pensions) Ltd. 64.7

W. John Rose Insurance
Brokers Ltd. 64.7

Bowring Camper &
Nichols Ltd. 64.7

Eire

Mathews Mulcahy and
Sutherland Ltd. 100

M. M. & S. Life and Pensions
Ltd. 100

Mars Holdings Ltd. 100

Australia

C. T. Bowring International
(Australia) Pty. Ltd. 100

Baillieu Bowring Holdings Pty.
Ltd. 48.8

Baillieu Bowring (Management)
Pty. Ltd. 48.8

C. T. Bowring (Holdings)
Pty. Ltd. 48.8

Baillieu Bowring (A.C.T.)
Pty. Ltd. 48.8

Baillieu Bowring (N.S.W.)
Pty. Ltd. 48.8

Baillieu Bowring (QLD.)
Pty. Ltd. 48.8

Baillieu Bowring (S.A.)
Pty. Ltd. 48.8

Baillieu Bowring (TAS.)
Pty. Ltd. 48.8

Baillieu Bowring (VIC.)
Pty. Ltd. 48.8

Baillieu Bowring (W.A.)
Pty. Ltd. 48.8

Baillieu Bowring (Reinsurance)
Pty. Ltd. 48.8

Baillieu Bowring Superannuation
Services Pty. Ltd. 48.8

Baillieu Bowring (Professional
Indemnity) Pty. Ltd. 48.8

E. R. Willy Pty. Ltd. 48.8

Baillieu Insurances (N.Z.) Ltd. 48.8

Baillieu Reinsurances Pty. Ltd. 48.8

Australian World Underwriters
Pty. Ltd. 48.8

Belgium

Hunter Bowring & Co. Ltd.
S.A. 51

Caribbean & Guyana

C. T. Bowring and Furness-
Caribbean Ltd. Barbados &
Trinidad 51

Insurance Brokers - West
Indies Ltd. Trinidad 51

Insurance Brokers - Life &
Pensions Ltd. Trinidad 31

Insurance Agencies - West
Indies Ltd. Trinidad 51

Insurance Brokers - Barbados
Ltd. Barbados 51

Insurance Brokers - Guyana
Ltd. Guyana 51

West Indies General Insurance
Ltd. Jamaica 33.3

Japan

C. T. Bowring (Japan) Ltd. 100

New Zealand & Fiji

C. T. Bowring and Burgess
Holdings Ltd. 75

C. T. Bowring & Burgess Ltd. 75

Reinsurances New Zealand Ltd. 75

Superannuation Brokers
New Zealand Ltd. 75

C. T. Bowring & Burgess
(Pacific) Ltd. Fiji 75

Risk Improvement Ltd. 75

C. T. Bowring & Burgess
Associates Ltd. 75

Nigeria

C. T. Bowring & Co. (Nigeria)
Ltd. 100

C. T. B. Stockbrokers (Nigeria)
Ltd. 100

Rhodesia

Muir Beddall (Rhodesia) Ltd. 100

C. T. Bowring & Associates
Rhodesia (Pvt) Ltd. 42.5

South Africa

C. T. Bowring (South Africa)
(Proprietary) Ltd. 100

C. T. Bowring & Associates
Holdings (South Africa) Ltd. 42.5

C. T. Bowring & Associates
(South Africa) Ltd. 42.5

Leo A. Levy (Pty) Ltd. 42.5

C. T. Bowring Life & Pension
Brokers (Pty) Ltd. 42.5

C. T. Bowring & Associates
(Cape) (Pty) Ltd. 42.5

C. T. Bowring & Associates
(Natal) (Pty) Ltd. 42.5

C. T. Bowring & Associates
(Transvaal) (Pty) Ltd. 42.5

C. T. Bowring & Associates
(Eastern Province) (Pty) Ltd. 42.5

C. T. Bowring & Associates
(South West Africa) (Pty) Ltd. 42.5

Cape Insurance Brokers (Pty)
Ltd. 42.5

Anmercusa Broking Agencies
(Pty) Ltd. 42.5

C. T. Bowring & Associates
(Angola) Lda. 42.5

Spain

Bowring Banif S.A. 50

Switzerland

C. T. Bowring (Continental)
Ltd. 100

Growth Property Management
Company Ltd. 75

Crusader Insurance Company
of Australia Ltd. 75

Crusader Company (Ghana) Ltd. 75

West African Crusader Insurance
Company Ltd. Nigeria 75

Crusader Insurance Company
(Nigeria) Ltd. 75

Plough Investment
Properties Ltd. 37.5

Belfast

Bowmaker (Ulster) Ltd. 99.9

Bournemouth

Bowmaker (Commercial) Ltd. 100

Bowmaker (Securities) Ltd. 100

Hotel Leasing Ltd. 100

Bowmaker Leasing Ltd. 75

Bowmann Finance Ltd. 75

Cannock, Staffs

Bowmaker (Plant) Ltd. 100

Bowmaker Plant Services
Ltd. 100

Bowmaker (Pipelines) Ltd. 100

Eire

Bowmaker (Ireland) Ltd.
Dublin 100

Bowmaker (Irish Finance)
Ltd. 100

General Finance Trust Ltd. 70

Rhodesia

Bowmaker (C.A.) Pvt. Ltd. 33.3

Singer & Friedlander Ltd.
London

United Kingdom

The First British American
Corporation Ltd.

Singul Nominees Ltd.

Singer & Friedlander
(Isle of Man) Ltd.

Singer & Friedlander Trust
Company (Isle of Man) Ltd.

Singer & Friedlander
(Insurance) Ltd.

Envirocor Sales Ltd.

Singer & Friedlander Leasing
Ltd.

Singul Investments Ltd.

Hagley Industrial Trust Ltd.

Hillgrove Estates Ltd.

Quarinius Investments Ltd.

Weniver Investments Ltd.

Chancery Place Investments
Ltd.

Drive Investments Ltd.

Lilstone Holdings Ltd.

Wisley Estates Ltd.

MERCHANT BANKING

Singer & Friedlander Holdings Ltd.
London 100

Singer & Friedlander Trust & Assurance Ltd. 100

Kirkham Investment Trust Ltd. 100

Interlicence Ltd. 51

West City Securities Ltd. 80

Francis Industries Ltd. 100

Sidroy Ltd. 100

Malta

Singer & Friedlander (Malta) Ltd. 100

Offshore Services Ltd. Malta 100

Switzerland

Singer & Friedlander A.G. Zurich 100

U.S.A.

Singer & Friedlander Incorporated 100

Australia

Weniver Investments (Australia) Pty. Ltd. 100

Weniver Investments (Brisbane) Pty. Ltd. 100

United Land Properties Pty. Ltd. 100

Eire

Rathmines Investments Ltd. Eire 100

Weniver Ireland Ltd. Eire 100

SHIPPING

The Bowring Steamship Company Ltd.
London 100

Seabridge Shipping Ltd.
(By Guarantee)

MISCELLANEOUS

C. T. Bowring & Co. (Bermuda) Ltd. Bermuda 100

C. T. Bowring (Malta) Ltd. Malta 100

Senelco Ltd. Loughborough 50

Bowring Burgess Ltd. New Zealand 49

New Zealand Securities & Finance Ltd. 49

Hovertravel Ltd. London 17.9

Hoverwork Ltd. 17.9

Intercontinental Reinsurance Company Ltd. Bermuda 16.3

Bankinvest, Bank for Investment and Credit Ltd. Switzerland 14.8

Credinvest Finance Ltd. 14.8

TRADING

C. T. Bowring Trading (Holdings) Ltd.
London 100

C. T. Bowring Trading Ltd. London 100

UNITED KINGDOM Liverpool

C. T. Bowring & Co. (Fish Oils) Ltd. 100

Peboc Ltd. Llangefni 50

London

C. T. Bowring (Fertiliser & Feedingstuffs) Ltd. 100

Rubber & Mining Agencies Ltd. 100

Technical Services (East Africa) Ltd. 100

OVERSEAS Canada

Bowring Brothers Ltd. Newfoundland 95.8

Bowring Fishoils Ltd. 95.8

U.S.A.

Bowring & Company New York 100

Bowring & Co. Inc. 100

Watson Geach & Co. Inc. 100

West Germany

Rhein-Chemie Holding G.m.b.H. 40

Melangit Kunststoffabrik G.m.b.H. 40

Rhein-Conti Kunststofftechnik G.m.b.H. 20

Hong Kong

Arnhold Trading Company Ltd. 38.2

Merehall Ltd. London 38.2

Arnhold Trading (S.A.) (Pty.) Ltd. South Africa 38.2

PROPERTY

Tower Hill Property Company Ltd.
London 100

Tower Hill Developments Ltd. London 80

The Victoria Trust Company Ltd. London 100

3 Tower Hill Ltd. London 100

Africa

R. S. Campbell & Company (1950) Ltd. Kenya 100

Sutherland & Sons Ltd. 100

R. S. Campbell & Co. (Tanzania) Ltd. 100

R. S. Campbell & Company (Uganda) Ltd. 100



Martin Nicholson

I know the run to Iceland quite well by now. From London, the plane travels north across Manchester and Glasgow, heads over the Hebrides out into the Atlantic and after crossing some 500 miles of ocean gently assumes a more westerly course as it flies parallel with Iceland's southern coast towards the airport at Keflavik.

So when it became necessary for me to visit some business friends in Reykjavik in February this year I knew that if I settled myself carefully in Icelandair's 727 jet—on the starboard side, not over the wing—I would probably catch a glimpse of the new volcanic eruption on Heimaey, the main island of the Westmann Group which clusters in the sea just south of the mainland. There it was, some 15,000 feet below, an orange and red glow through the dusk—a rare sight and one which was being avidly snapped by the few tourists on the plane. Jolly interesting and a snippet to talk about for a few days, I thought.

The Aviation Division of C. T. Bowring & Co. (Insurance) Ltd., assists in looking after the insurance needs of Icelandair, the country's I.A.T.A. carrier, and our local colleagues, the Airline's prime insurers Trygging H/F, are always very kind to me and to others who visit. Thus when Arni Thorvaldsson, the Company's

Joint Managing Director met me at Keflavik and we began the hour's drive to Reykjavik the courtesy was, of course, welcomed but not unexpected. "I saw the Volcano on the way in," I said. "It looks pretty bad". "Yes," said Arni, "I've arranged for you to go and have a closer look at it—if you want to that is"!

The day of my trip to Heimaey dawned. The weather was kind with clear skies and after lunch I climbed into the five-seater Beechcraft with Arni and Trygging's Mike Turner (who took the photographs) and a chap who was going to help in the rescue work. We flew across a stretch of mountains to the sea and headed towards the column of smoke clearly visible seventy miles away.

From ten miles the activity was very apparent and then quite quickly we were there. The sight of this eruption was at once beautiful and terrifying and our pilot, who certainly gave value for his hire, put the aircraft through a series of banks and circles around and over the island giving us every opportunity to imprint on our memories this once-in-a-lifetime experience. The wind had been blowing volcanic ash across the line of approach to the small airstrip. However, we were given clearance to land and in we went. Having stood on a





Mike Turner, who took two of the pictures, with Arni Thorvaldsson and the Author ►

Volcano for the few minutes we were allowed, and having heard its noises and been close to ash and rocks thrown into the sky, I was not too reluctant to reboard the plane for a few last views of the spectacle from the air. One could not fail to feel so very helpless in the face of elements such as these. The half buried township below me, whilst still not completely destroyed, would surely be so, and that meant 5,000 people would be homeless, some of whom had never left the small Island in their lives.

Back in Reykjavik I could still see on the horizon the five-mile high column of smoke and the next day, when

I returned in the early morning to England, our big jet took a sightseeing run over the Westmann Islands, but I did not make a point of taking a seat on the port side. After all, I thought as the tourists crowded the windows, I was there only yesterday.

A sad postscript to my trip was the news I received some few weeks after my visit that the Beechcraft I had flown in had crashed in the mainland interior of Iceland and that our pilot, Bjorn Palsson, had been killed. The Aircraft Casualties' report in Lloyd's List the next day carried for me a little more meaning than usual.



Within Sight of the Bowring Building



4. THE NEW CALEDONIAN MARKET

London street markets are the nearest thing in this country to oriental bazaars and like their Middle East counterparts, they provide a constantly changing scene of colour, excitement and in some cases fruity language.

Centuries before Adam Smith's slightly disparaging description of the English as "a nation of shopkeepers"—that was in 1776—and long before the modern shop as we know it had been developed, the open-air market was an established custom throughout the country, where every transaction was the subject of bargaining between interested parties, Recommended retail prices were unheard of.

Apart from local fruit and vegetable markets which cater solely for retail trade and are dotted about all over London there are the specialised markets: Petticoat Lane, on a Sunday morning for general merchandise, a rumbustious and noisy affair, Club Row, in the heart of

Shoreditch, also on a Sunday and dealing almost exclusively in birds and animals and Portobello Road in West London, the antique dealers' Mecca. One very popular market, unhappily now discontinued because of the obstruction to traffic which it caused, was the array of bookstalls which once lined the eastern side of Farringdon Road.

In the last issue of *The Bowring Magazine*, in the feature dealing with Smithfield and the London Central Markets, mention was made of the Newgate Street Market which had been closed in 1855, and of the opening that same year of the Metropolitan Cattle Market in Islington.

There, in an area of approximately 100 acres, the traders bought and sold live cattle and before very long it became known as the Caledonian Market from the nearby main thoroughfare. It flourished for some years as an important part of London life until changing con-



Silver, antique and modern, forms the bulk of the merchandise on offer

Trinkets and jewellery are also a popular attraction





A couple have yet to be convinced it's a bargain

Some only come to stand and stare



All the pictures in this feature were taken by C. H. Ward

ditions rendered it obsolete. Slaughter houses were built on the outer perimeter of London and with the rapid expansion of the imported carcase trade the need for a live cattle market ceased. Then it was that the pedlars and other traders moved into the area and in the period following the First World War, the fame of the Caledonian Market, with its dealers in second-hand silver and antiques had spread to attract tourists from all over the World. The market was even mentioned in the Baedeker guides.

In 1940 the area was taken over and used for the erection of government buildings to house temporary staff. A few stalls continued to use the approach roads and local residents still brought their vegetables and oddments there but the market in silverware and bric-a-brac ceased—the tourist trade had naturally disappeared entirely.

When World War II came to an end, many of the former stall-holders were anxious to open up again, but government departments are notoriously difficult to dislodge and the would-be traders had to look elsewhere for an appropriate site. Oddly enough, enemy aircraft helped in the matter. An area adjoining Tower Bridge Road, just south of the eastern end of Long Lane in Bermondsey had been razed to the ground by bombers between 1940 and 1943. Some of the traders, realising its potential, promptly formed themselves into the New Caledonian Market Traders' Association, did a deal with the local borough council and the market was opened for business in 1950.

Conditions in Bermondsey were very different from those which prevailed in Islington. For one thing, and perhaps the most important was the lack of space. The new area was only about one tenth and could accommodate 180 stalls compared with 1600 or so north of the river. As a result there is a long waiting list for trading space. In addition, the quality and variety of goods on offer now is vastly different. The old Caledonian Market had on display great heaps of junk and one sometimes wondered just who would be a likely customer for that old perambulator with one wheel and the hood missing or the mincing machine without either handle or cutting blades. But such rubbish must have been of use to someone—market traders, although optimists are down to earth realists. However, the New Caledonian Market has no room for discarded material and most, if not all, of the merchandise is of good quality—some of very high quality—and dealers converge on Bermondsey every Friday morning from all over the country.

To get a sight of the best that is on offer, one should make an early start. In April this year H.R.H. Princess Margaret visited the Market before 7 o'clock one morning and she was surprised at the number of customers who were already there. The occasion had not previously

been publicised at all, so there was no suggestion of a specially stage-managed committee of welcome.

Most of the trade at the New Caledonian Market is done before 9 o'clock and soon after lunch-time nearly all the unsold goods are being packed up for return to the stall-holders' shops or homes. Outside dealers usually arrive quite early and take a quick look round before the general public arrives—ever on the alert for a bargain or in search of a trinket to satisfy a known buyer—and the stall holders themselves are not averse to a tour of inspection to see what their rivals have to offer.

As is to be expected, American tourists far outnumber any other overseas buyers and always have an eye for fine silver on display but visitors from the Scandinavian countries also form a substantial part of the crowds which find their way to Bermondsey in search of attractive souvenirs.

Perhaps the summary and advice published in a Danish newspaper *Sorø Amtstidende* a few years ago presents a fairly accurate picture of the market and offers some good advice:

"On one side is a Bermondsey churchyard where old people are sunning themselves and on the opposite side of Tower Bridge Road infants are sleeping in kindergarten. Traders have the same place each week and the Council inspectors call to collect rents. Stands of all kinds ring the Market and there appears a fantastic selection of goods and odds and ends.

The stall-holders are a race apart, with great ability in buying and selling and a sense of judgement for finding the right goods at the right price. Stall-keepers' expenses are small and their oratorical powers great, so bargains are easy to come by, especially in women's clothes, remnants of materials etc. This part of the Market is a woman's paradise. Goods are rarely price-marked as prices vary according to the quality of the customer; a high price for American accents and a well-dressed Swedish couple.

Business however, is the rule and reasonable offers are not refused. Here is a piece of advice for the inexperienced—never give the first price asked: it is bound to be reduced. When it nears the amount you wish to pay, ask the salesman the least he will accept . . . there is no greater danger of being cheated there than in any other business and furthermore, all the silver is hall-marked."

The Danish correspondent who wrote these words must have had an enjoyable, and possibly even a profitable, day for in conclusion he refers to the Caledonian Market as "London's Happy Market". A pleasant enough tribute to compare favourably with the often quoted compliment that London's policemen are "wonderful".



CLUB NEWS

ATHLETICS

As the copy for this edition of the Magazine was being prepared, the Athletic section held its pre-Gala Meeting at the East London Stadium.

The programme included a number of field events as well as the usual championship races and from the list of participants, it would appear that the success of the meeting was assured. We hope to give a full account of this and of the Gala in the September issue.

DRAMATIC

The play presented this year by The Bowring Dramatic Club was described in the programme as "a farcical chiller" and so disappearing bodies, a sliding bookcase panel which led to unplumbed depths and an undertaker whose sepulchral tones were almost as deep, were ingredients to be expected in Raymond Dyer's "Wanted—One Body!"

It would be invidious and unfair to select any one of the players for special mention. The "star" system, happily, has not penetrated the amateur theatre world and all the members of the cast are important. One can, however, mention that two of the players were making a first appearance, and a very fine job they made of it too! As one who has supported the Dramatic Club since its humble beginnings more than forty years ago, it was very pleasant to be able to hear the players' lines—and, incidentally, not to hear any prompts, if indeed they were given.

David Edy's direction extracted the full value of lines and situations to produce a well controlled and superbly timed piece of "theatre". Three minor criticisms only: the habit of one or two of the less experienced members of the cast to wander about during speaking their lines thus giving an unnecessary restlessness to the characters; group-

ing was perhaps a little too tight at times, but most important of all, a tendency to hurry the dialogue forward when the audience wanted to sit back and laugh. This last point is, however, one of the most difficult of skills to be acquired in the theatre: one not fully appreciated by many professional performers.

FOOTBALL

On 25th April, Bowring F.C. and Bland Welch F.C. met on the ground of Dulwich Hamlet F.C. in the final of the Lloyd's Brokers' Challenge Shield. This was a repeat of the 1972 final and once again a good and enthusiastic crowd of partisan supporters, including many Directors of both Companies, were treated to a skilful and exciting game of football. The result, a win for Bland Welch by 2-0, exactly reversed that of last year

and it needs to be said at once that the success was well earned and thoroughly deserved.

The pattern of play was soon evident, with Bowring adopting a defensive 4-4-2 line up against a more aggressive 4-3-3 formation of Bland Welch. No doubt Bowring's plan was to soak up the opponents' pressure and eventually win the game with a breakaway goal from one of their two powerful strikers. It transpired however, that the decisive factor in the game would be the battle for the control of the middle of the pitch and although the rather small Bowring midfield men ran and worked until one felt that they must drop in their tracks, the sophisticated play of the experienced Bland Welch trio, Prime, Sterling and English finally put them narrowly but definitely "in charge".



The Football XI which played in the Lloyd's Brokers' Competition: Left to right: Back row—A. Parry, J. Duffy, J. Merriion, R. Pickett, R. Williams, A. Mason. Front row—R. Jensen, J. Burke, D. Jordan (Captain), A Taylor, M. Zucker and C. Watson

Photo: C. H. Ward



The ladies' Keep Fit Class, which meets almost every week throughout the year. Miss Jenny Sawers in the middle of the front row continues to lead

Photo : Associated Newspapers Group Ltd.

Much of the first half was in fact taken up with mid-field play, what attacks there were coming mainly from Bland Welch whose three front runners showed almost arrogant confidence when in possession. However, the Bowring back four showed their mettle, Watson being particularly noticeable for coolness and steadiness and Pickett for several excellent recoveries and plucky tackles. Nevertheless Bowring might have been a little lucky when, following a corner, the ball was crashed against the underside of the crossbar and came out and back into play. The best Bowring attacks arose when Dave Jordan, usually in a bout of passing with Tony Taylor, made progress up the right wing. This had the effect of getting the ball behind the Bland Welch defence and if they could have exploited this type of attack more frequently this story might have had a different ending. Alas! Dave's defensive duties became gradually more onerous as the

Bland Welch forwards, now getting immaculate service of the ball from their mid-field men, came more and more into the game.

Halfway through the second half the game was won by a brilliant individual effort from Roberts the right wing forward for Bland Welch who dribbled (to use an old fashioned expression) the Bowring defence into a tangle, drew the goalkeeper, and planted the ball into an empty net. Incidentally, this player was proclaimed the man of the match subsequently and not many would have quarrelled with the choice. Fast, confident and very well balanced he set Jansen a difficult task. However, no-one could have said that Roger emerged from the encounter with less than "honours even".

Within a few minutes of the first goal Bland Welch had scored again. Roberts placed a corner accurately from the left and English headed firmly into the top corner of the net,

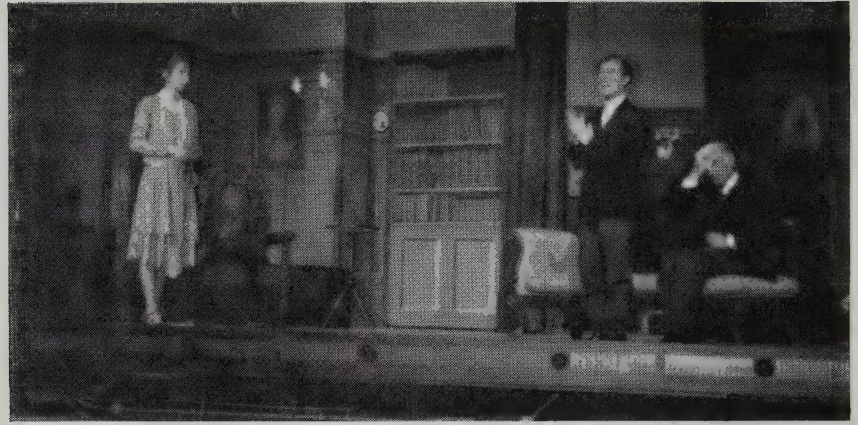
giving the Bowring goalie no chance whatever.

Now Bowring realised that they had to come forward to try to save the game. The ever popular Jim Duffy was substituted for a rather battle weary Burke but with hardly enough time for his enthusiastic running to make much impression on the situation, and Bland Welch held out without too much trouble.

The trophy and medals were presented by Mr. J. N. Cresswell Director of R. W. Sturge & Co. who congratulated both teams in a short and witty speech.

This reporter hopes very much he will see the next meeting between these two very good sides and from the expression on the face of Bowring's skipper as he led his men in generous applause for the winners it would seem that there are at least two of us who hope that the next encounter will be the final of the Brokers Shield 1974!

H. Govier



Left: Louise Dyson, who played two long and exacting roles in the Dramatic Club's presentation of "Wanted—One Body" Right: Louise Dyson, with Peter Bodger and Ray Lambkin

Photos by Paul Trivett

KEEP FIT

One of the sections of the Club which usually remains very much in the background and rarely seeks publicity is the ladies' Keep Fit

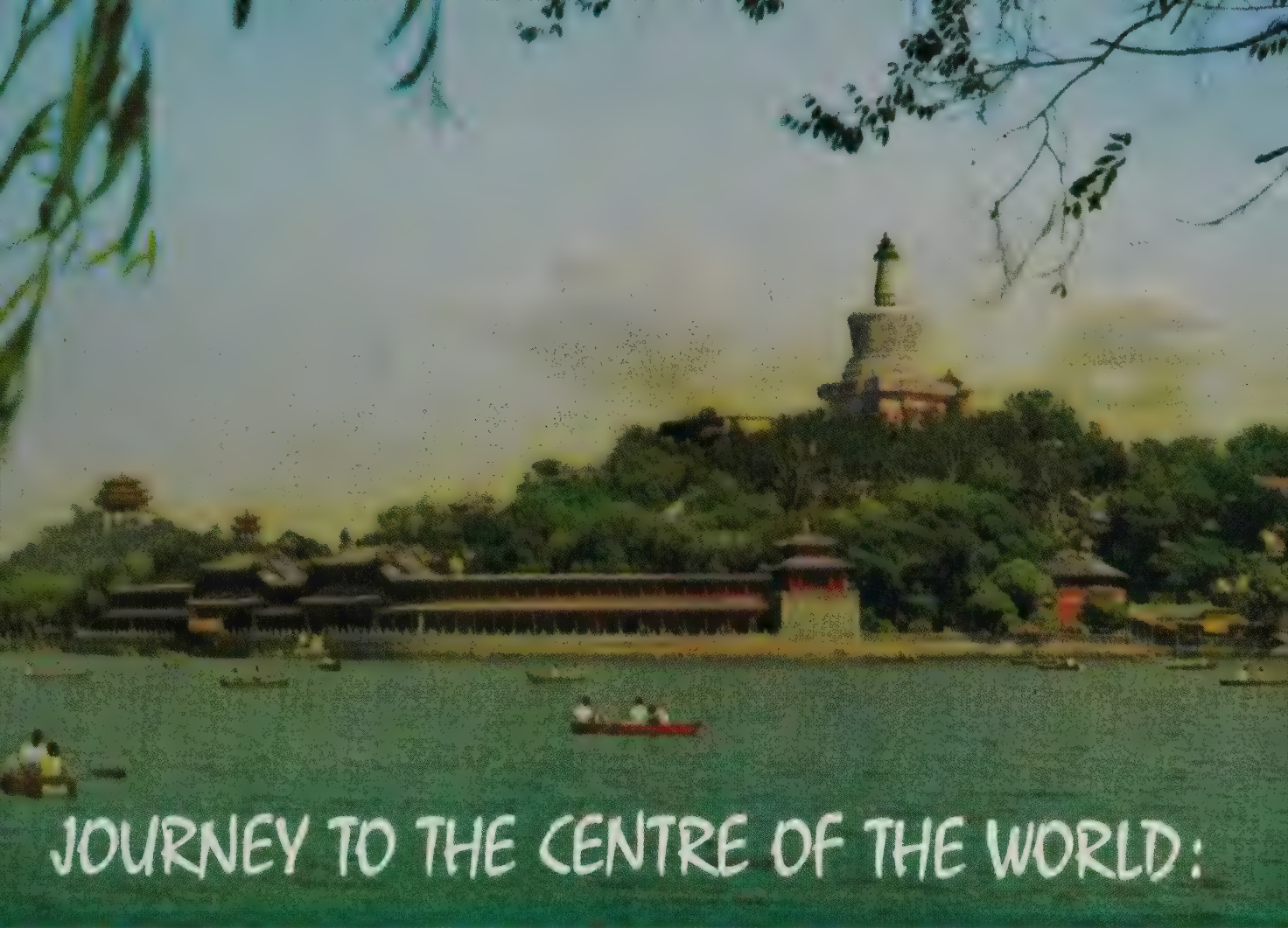
class, but a month or so ago a picture of Miss Jenny Sawers and her team appeared in the London "Evening News" together with a column of descriptive text. Miss Sawyer's own

local newspaper also took up the story and enlarged upon the national paper's account of this 74 year old advocate of exercise, rational dieting and good clean living.

m.v. FORTH BRIDGE off Port Hedland, Western Australia.

Pilots at Port Hedland are now embarked and disembarked by helicopter in order to speed up the boarding process





JOURNEY TO THE CENTRE OF THE WORLD:

John Nightingale

CHINA

中國

The title for this article was suggested by the Chinese name for China (pictured above), which phonetically is Chung Kuo and means literally “the centre of the World”. For centuries China was inward looking and regarded all foreigners with a degree of suspicion and anything happening outside China was of no interest.

The Chinese Emperors felt that China was the most important and only civilised country and in consequence therefore expected that all would defer to them.

Travel in China was difficult and unrewarding and the trading settlements set up on the coast and at the major ports such as Canton and Shanghai were operated



Three of the Sepulchres in the Valley of the Ming Tombs

in a manner which did nothing to endear the traders to their unwilling hosts.

Nowadays one reads with increasing frequency in the newspapers of Westerners who have visited the People's Republic of China either privately or as members of parties or trade delegations, yet when I went to Peking at the end of 1970 it was easy to feel that one was in a sense, a pioneer. Nothing of course could have been further from the truth.

Ignoring earlier contacts, traders from Britain and many other countries have been going to China since Mao Tse Tung's Government came to power in 1949.

Twice each year the Chinese Export Commodities Fair is held in Canton and provides opportunities for traders to meet representatives of the Import/Export Corporations. China's trade with the World has of

course progressed to the point where business negotiations now take place throughout the year although the Fair continues to be staged regularly and attracts a constantly growing number of traders.

The quickest route from England to Peking is via Moscow from where both Russia's Aeroflot and China's C.A.A.C. operate services calling at Omsk and Irkutsk, the latter being memorable to me for a breakfast consisting of two hot but raw boiled eggs, yoghurt, a chocolate eclair and a very good cup of tea. The boiled eggs could have been difficult but a party of Albanians were happily sucking theirs so it was obviously a case of when in Irkutsk do as the Albanians do.

Arrival at Peking is a revelation. It is probably the cleanest, quietest and most orderly airport in the World. In general this first impression lasts throughout one's



The Marble Boat built by an extravagant Empress

visit although it should be said that the drivers of motor vehicles are very aware of their responsibilities to other road users and in consequence spend a great deal of their time with their hands on the horn button. Although there are no private cars other than official ones and those owned by resident diplomats, there are more than enough lorries and other utility vehicles to create a constant background of hooting.

No matter where one goes there is no evidence of waste or untidiness and everyone is happy and industrious. The hotels are very comfortable, albeit without the air of plastic sophistication which characterises so many modern hotels throughout the rest of the World. There are no bars, but it is possible to buy drinks to have in one's room from the desk clerk on each floor and of course they can be had with meals. As may be expected

the food is marvellous and although knives and forks are available, chopsticks are more appropriate. After a little practice I found that I was able to eat most of what I had ordered instead of watching it slip between the sticks back to the plate or, worse, down the front of my shirt.

The Chinese are naturally very friendly and go to great lengths to show as much of their country and way of life as time permits.

A visit to the Great Wall is top of the visitor's list and most people who have been to Peking will have been taken to see this incredible feat of medieval engineering. It really is most impressive and fully lives up to expectations. The Valley of the Ming Tombs is next on the list and is equally impressive. Situated about thirty miles or so from Peking it contains the tombs of



The Nine Dragon Screen in Peking. A whispered conversation at one end can be heard clearly at the other end

thirteen Ming Emperors: two have been excavated and are on view. The tombs were dug deep under the hill-sides and contain treasures which bear favourable comparison with those of Tutankhamun. Many of these treasures are now in Europe and after exhibition in Paris will be coming to London. The photograph shows the main entrance to the gardens leading to one of the tombs. What looks like sand is in fact maize spread out to dry in the sun and turned now and again by a farm worker who would walk up and down the rows pushing a long wooden spade.

One is not allowed to become too immersed in the past and visits are arranged to People's Communes, factories and arts and crafts centres. The industry of the workers is impressive and it is obvious that all are determined that China, as a country, will progress

towards the prosperity which was quite beyond the reach of all but a tiny proportion of the Chinese before Liberation.

Notwithstanding this however, I am sure that a great number of visitors will remember most vividly their visits to the ancient monuments of China, such as The Forbidden City, which was the Winter Palace of the Emperors and is now on view as a Museum and houses many of the archeological finds and treasures from all over China. The Emperors' Summer Palace, is now a park to which the people may go on their recreation days to enjoy the superb architecture with a large boating lake previously used only by the Emperors and their Courts. Situated at the edge of the lake is a marble boat, built by an Empress who had been rebuked for rebuilding and refurbishing the Summer Palace with money which



Longevity Hill and a tower for burning incense in honour of Buddha

should have gone to the Navy. She was thus able to demonstrate that the money had in fact been spent on a boat.

It is not necessary to leave China by the same route as the outward journey. The best way to travel from Peking to Canton is by train—a very interesting route which takes 36 hours and provides a wonderful opportunity to see the country. One then continues to the border village of Lo Wu and on to Hong Kong. Most businessmen do the Peking—Canton trip by air, taking between 4 and 5 hours, but missing many of the sights.

The difference in temperature between Peking and Canton can be considerable. Having bought warm clothing in Peking, including a splendid fur hat which could be unrolled down about one's ears and neck, to cope with a December temperature of about 20°F

which can go down to below zero F, I arrived in Canton enjoying 75°F and very humid it was into the bargain. There are plenty of mosquitos about and since it is usually necessary to spend the night at a hotel in Canton before taking the morning train to the border one is very grateful for a net to foil the attentions of these ever hungry insects. During the times of the Export Commodity Fairs the hotels are packed with traders but outside these times it is possible to go down to the dining room and find that there are only three or four people in a room capable of seating hundreds.

The train from Canton runs through the wonderful lush countryside of the Pearl River delta and throughout the whole of the journey one sees people busy in the rice paddies, small girls in charge of flocks of geese and even smaller boys in charge of the water buffalos which



A Ming Tomb with drying maize in front. The notices in red are Chairman Mao Tse Tung's quotations

Photo: John Nightingale

seem equally happy whether they are sleeping with only their nostrils showing above the water or pulling the single blade ploughs in earth inches deep in water.

There is so much to see in China that to go there on business for just a few days is extremely frustrating. Every part of China has a history of its own and can provide endless scope for interest, whether historical or modern. To see the way that everyone today is playing a part to build a better China is to see a way of life based on mutual help and co-operation which one is sometimes inclined to feel has been completely submerged in the West.

Unfortunately there is so much which could be written about, that these few notes only scratch the surface. There is a wealth of interest that to attempt to

write it all down would be quite beyond the scope of this magazine and certainly beyond my own capabilities.

During the next few years we shall see many more people visiting China as tourists. Indeed I have met a man and his wife, both employees of a major airline, who had taken advantage of their favourable travel costs to visit Peking on holiday, staying for a week with friends in the British Embassy there. I cannot at this stage however visualise any package deal tourist company making special arrangements although China welcomes official parties and delegations representing any special areas of interest. Certainly a visit is well worthwhile and China's outward looking attitude is earning a degree of respect and friendship which seemed quite beyond reach a few years ago.

Entries are invited for the

photographic competition—1973

Mr. Stanley A. Chaetham, President of the Chester Photographic Society, has kindly agreed to judge the entries.

Rules

1. Entries must have been taken since January 1972.
2. Photographs must have been taken by the competitor, but developing, printing and enlarging may be done by persons other than the competitor.
3. Not more than three entries may be submitted in each class.
4. (a) For Classes I, II and III colour prints or transparencies will be accepted.
(b) Each transparency should be mounted spotted and titled and enclosed in an envelope with the name and department of the entrant written on it.
(c) Each entry for Class IV should have the title written on the back of the print with the name and department of the entrant.
5. The competition is not open to professional photographers.
6. All entries will be returned if requested.
7. Whilst every care will be taken of entries, THE BOWRING MAGAZINE can accept no responsibility in the event of loss or damage.
8. Prints should not be smaller than $4\frac{1}{4} \times 6\frac{1}{2}$ inches (half plate) nor larger than 8×10 inches, and must be unmounted. Send your entries to PHOTOGRAPHIC COMPETITION, THE BOWRING MAGAZINE, The Bowring Building, Tower Place, London, E.C.3.

Pictures taken at any time between January 1972 and the closing date, **WEDNESDAY, 5th SEPTEMBER 1973** are eligible for entry. **Class I** in Town or Village (colour only), **Class II** Country and Seaside (colour only), **Class III** Living subjects—portraits, children at play or animals (colour only), **Class IV** A photograph of any subject (black and white only). The winning picture in each Class will receive a prize of £5 and there will be a second prize of £3. Should the entries justify it, there may be a number of £1 Book Tokens awarded. In addition there will be an award for the Best Picture in the Competition. This will take the form of photographic equipment to the value of £25.

Mr. Jagger, who so kindly Judged the 1972 entries, reported that 'SPOTTING' was chaotic. The correct method is to place the spot in the bottom left-hand corner, when the slide is viewed normally with the shiny side towards the viewer.

Disposition of Ships' Officers and Cadets serving under Company Service Contract

M.S. STEPHANO

(Loads at Macelo for U.S.S.R.)

Master J. Smith
Chief Officer L. Y. Davis
Second Officer G. Nish
Chief Engineer J. W. Craig
Second Engineer N. A. Wilson-De-Roze
Third Engineer C. J. Titterton
Fourth Engineer J. S. Puxley
Electrician T. McBryde
Engineering Cadet M. P. Wachter
Engineering Cadet J. A. Spence

M.S. CAPULET

(Due Continent 4th July)

Master R. Knowles
Chief Officer T. J. Green
Second Officer D. J. Pearce
Chief Engineer J. J. A. Graham
Second Engineer J. W. Dixon
Third Engineer G. B. Hainsworth
Fourth Engineer D. C. Dunbar
Extra Fourth Engineer L. H. Matthews
Electrician T. J. Debourg
Chief Stwd./Purser G. Smith

M.S. SYDNEY BRIDGE

(Dry Weserport 20th July)

Master G. L. Ogden
Chief Officer H. R. Hall
Second Officer N. R. Peckham
Third Officer R. D. Clarke
Chief Engineer M. Wilson
Second Engineer S. S. Black
Third Engineer A. Uttley
Fourth Engineer A. M. Bruce
Junior Engineer A. G. Watts
Chief Stwd./Purser C. Kennedy
Engineering Cadet E. A. Stephen
Engineering Cadet J. P. Kelly
Navigation Cadet J. P. Grounds

M.S. LONDON BRIDGE

(Due Ghent 20th June)

Master P. B. Robier
Second Officer C. R. Wall
Third Officer D. W. Scott
Chief Engineer C. R. Coates
Second Engineer E. Monk
Third Engineer E. M. Bowdery
Fourth Engineer A. G. Treweek
Junior Engineer J. W. Curry
Chief Stwd./Purser A. J. Gregory

M.S. FORTH BRIDGE

(Due Ghent early August)

Master W. P. Tait
Chief Officer C. R. Overall
Third Officer R. M. McDonald
Chief Engineer P. J. Scott
Second Engineer A. Bamford
Second Engineer J. T. Smith
Third Engineer D. A. McPhee
Fourth Engineer D. P. Ogle
Electrician B. W. Parker
Chief Stwd./Purser R. C. Gallagher
Navigation Cadet S. A. Smith

M.S. EL LOBO

(Due St. Croix 13th June)

Master J. H. Russell
Chief Officer R. A. Johnston
Second Officer J. C. Morris
Third Officer P. A. Fryer
Chief Engineer R. Ross
Fourth Engineer B. J. Parker
Junior Engineer T. Fulton
Electrician H. G. Alexander
Navigation Cadet R. P. C. Hall
Navigation Cadet N. J. Heasman

PERSONNEL ASHORE

Masters

E. V. Piper	On leave
J. Hoffmann	" "
K. J. Lyall	" "
<i>Chief Officers</i>	
J. L. Boxwell	On leave
G. M. Whelan	" "
B. E. Crowden	" "
<i>Second Officers</i>	
G. H. Farmer	On leave
R. L. Smith	On Study leave
R. Smellie	" "
<i>Third Officers</i>	
J. H. Lewis	On leave
J. C. Smith	On Study leave
A. P. Terris	" "

Chief Engineers

A. S. Baird	On leave
W. J. J. Howe	" "
A. F. Mackie	" "
K. S. T. Smith	" "
<i>Second Engineers</i>	
P. Cremin	On leave
A. Krumins	" "
N. McLeod	" "
<i>Third Engineers</i>	
R. W. H. Knight	On leave
A. Norcross	" "
R. E. Smale	" "
<i>Fourth Engineer</i>	
G. C. S. Hill	On leave

Junior Engineers

P. W. F. Davidson	On leave
R. Jackson	" "
H. K. Gibb	" "
<i>Electricians</i>	
A. Miller	On leave
A. J. Page	" "
<i>Chief Stwd./Pursers</i>	
E. T. Reay	On leave
A. Wilson	" "
<i>Navigation Cadets</i>	
J. F. Smith	} Attending Merchant Navy College
G. Amos	
C. M. Stephen	On leave
D. A. Young	" "
N. J. Watkins	" "

